



August 24-28, 2025

Georgia World Congress Center - Hall A
Atlanta, Georgia, United States

DEPLOYING TODAY, EMPOWERING TOMORROW

Hosted By:

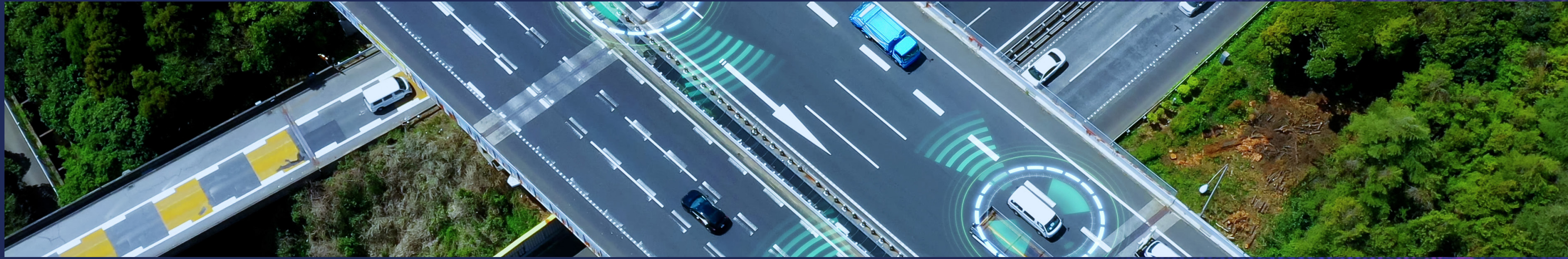


In Partnership With:



Built By:





WHY ITS WORLD CONGRESS?

ITS World Congress connects the global intelligent transportation and future mobility communities. In Atlanta, Georgia August 24-28, 2025 at the Georgia World Congress Center, this global event brings together world leaders, practitioners, policymakers, researchers, and private industry to advance and unite the intelligent transportation systems (ITS) industry.

ITS World Congress helps supply chain systems and software vendors connect with transportation leaders, logistics experts, and investors to showcase your innovative technologies that streamline operations, reduce costs, and build partnerships that will transform the movement of goods worldwide.

STATE OF SUPPLY CHAIN & LOGISTICS IN THE UNITED STATES



The US Department of Transportation announced **\$5.1 billion** in funding for multimodal freight projects for 2025-2026. In addition, the Infrastructure for Rebuilding America (INFRA) program has \$2.7 billion available for multimodal freight and highway projects. This funding aims to enhance the nation's transportation network, ensuring that it meets the demands of modern commerce.

By attending ITS World Congress in Atlanta, Georgia in 2025, you will have the unique opportunity to meet with transportation leaders from the public and private sector who influence and implement technologies that transform the movement of goods globally.



\$33 billion

global industry.



\$1.9 trillion

sea and air freight forwarding market size by 2032.



6 in 10

organizations plan to invest in digital technology to enhance their supply chain processes.



38%

of enterprises are actively optimizing their supply chain technology.



50%

of supply chain organizations plan to invest in AI-powered applications and advanced analytics.



31,000+

companies operate in the freight forwarding industry in the U.S.



54%

of freight forwarders plan to implement a digital transformation strategy.



11.8 billion tons

the total volume of road freight in the U.S.



12.2 Million

In 2021, there were 12.2 million registered trucks in the U.S. in 2021.



28%
PRIVATE
SECTOR



INDUSTRY REPRESENTATION

- Robust conference program featuring **230+ sessions** and **450+ speakers** focusing on the future of mobility.
- **300+** domestic and international exhibitors and sponsors from the entire intelligent transportation ecosystem – from connected & automated vehicles, information & communications technologies, digital infrastructure, vehicle-to-everything (V2X), and more.
- Global attendance from **53** countries, regions, and territories, uniting the intelligent transportation industry.



22%
PUBLIC
SECTOR

50%
OTHER
(INTEGRATOR/
CONSULTANT,
RESEARCH/ACADEMIA,
MEDIA, ETC.)

ATTENDEE DEMOGRAPHICS



JOB TITLE:

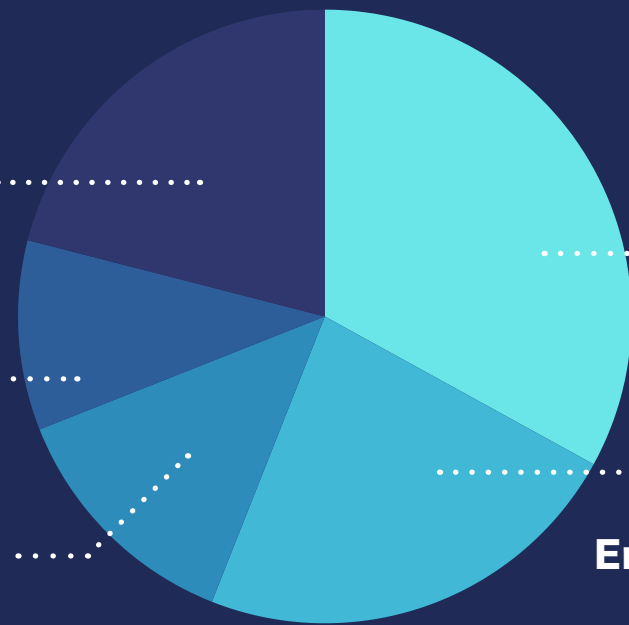
Other – 21% (Academic Institutions, Industry Associations, Consultants, etc.)

Government Officials – 10%

C-Suite/VP/GM – 13%

Director/Manager – 33%

Engineers/Analysts – 23%



82% of ITS World Congress attendees manage or control budgets or influence product purchases with industry knowledge.

ATTENDANCE BY REGION

TOP 10 ATTENDING STATES AND REGIONS

- | | |
|---------------|-------------------------|
| 1. California | 6. District of Columbia |
| 2. Michigan | 7. Colorado |
| 3. Florida | 8. Washington |
| 4. Texas | 9. New York |
| 5. Virginia | 10. Pennsylvania |

TOP 10 ATTENDING COUNTRIES, TERRITORIES, AND REGIONS

- | | |
|----------------|--------------------|
| 1. Japan | 6. Germany |
| 2. South Korea | 7. Finland |
| 3. Canada | 8. Australia |
| 4. Norway | 9. Malaysia |
| 5. Taiwan | 10. United Kingdom |

WHERE OUR AUDIENCE COMES FROM



39%
International



61%
Domestic U.S.



VIP PROGRAM OVERVIEW

- The **ITS America VIP Program** is an exclusive group at ITS World Congress and attracts the highest level of transportation and technology professionals who are senior-level job title holders and have buying power for their organization.
- **92%** of VIP members make spending decisions and/or influencer purchasing.
- Total average buying power of **\$268M**.



SAMPLING OF VIP ATTENDEES



WHO EXHIBITS AT ITS WORLD CONGRESS

AECOM

 **ARCADIS**

 **AT&T Business**

aws

 **cspire**

CUBIC

DENSO
Crafting the Core

 **HAAS ALERT**

HONDA
The Power of Dreams

iteris

ISS INTEGRITY[®]
SECURITY
SERVICES

 **Microsoft**

 **MICHELIN**

miOVISION

 **NOTRAFFIC**

 **ONSHARP**

 **PARSONS**

 **tomtom**

 **umovity**
A unified brand for Econolite and PTV Group



VIZZION
IMAGING SOFTWARE & SOLUTIONS

wsp

YUNEX
TRAFFIC

EXHIBITOR INSIGHTS



TOP REASONS EXHIBITORS PARTICIPATE

1

Develop new business partnerships and relationships

2

Launch new solutions

3

Access to industry leaders

“

Attending ITS America Events has been an absolute game-changer for my business, enabling me to engage with the right buyers all week and significantly broadening my network.

– **NOTRAFFIC**

“

ITS America Events have proven to be a crucial platform for our business, offering a unique convergence of industry-leading companies and an engaging audience. The opportunity for exhibition and sponsorship provides an invaluable leap towards business growth and networking.

– **YUNEX**

“

The speaking engagements and thought leadership opportunities at ITS America Events are unmatched. The sessions we have participated in were well attended, providing us extraordinary exposure and enabled us to connect with top industry innovators.

– **MIOVISION**

“

My partners and I continue to be genuinely impressed with ITS America Events, their innovative shows have consistently expanded our understanding of new technology contributing to substantial growth in our business. It's not just an event, but a valuable platform where industry-leading tech is unveiled, offering a clear competitive edge for our enterprise.

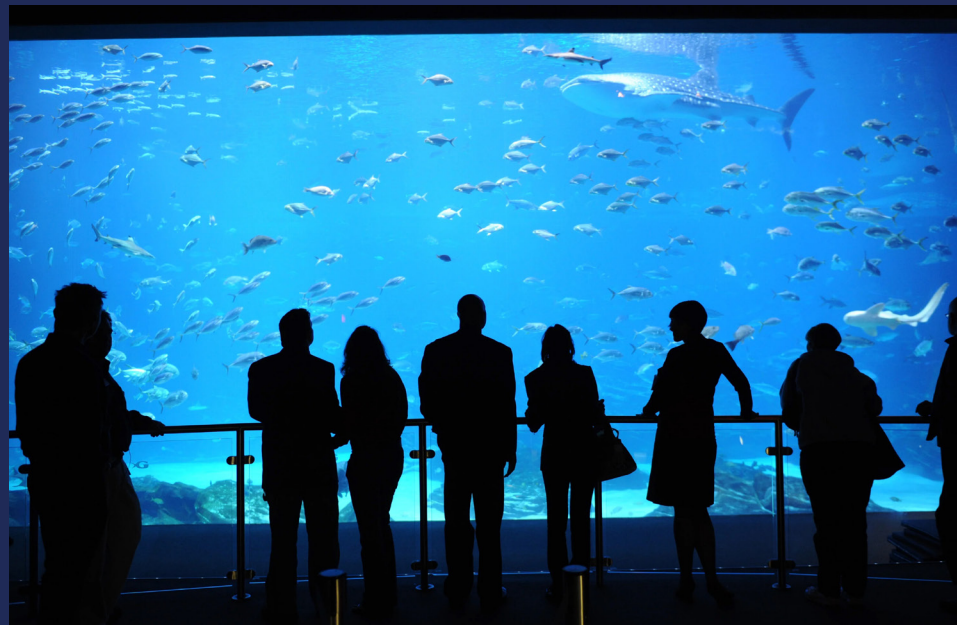
– **OUSTER**

EXPERIENCE

ITS WORLD CONGRESS 2025

ITS WORLD CONGRESS GALA

Join us for an extraordinary evening of entertainment and networking at the ITS World Congress Gala, held at the renowned Georgia Aquarium. The event promises an unforgettable experience, featuring live music, exceptional dining with Wolfgang Puck catering, and exclusive access to the aquarium's diverse exhibits, home to hundreds of species and thousands of animals across seven major galleries. Prior to dinner, guests are invited to explore the aquarium and discover its wonders across more than 11 million US gallons of water.





We look forward to welcoming you to Atlanta, Georgia for ITS World Congress 2025. Atlanta is a leader in transforming mobility through innovation and is a premier venue to bring together the entire intelligent transportation community to focus on Deploying Today, Empowering Tomorrow and see implementation of the latest technologies and solutions first-hand.

WHY ATLANTA?



Implementing Renew Atlanta program encompassing **\$250 million** to address infrastructure improvements in the city.



The largest transit agency in the U.S. - MARTA moves **3.5 billion** people through Atlanta.



Successfully administered the City of Atlanta's **Vision Zero Action Plan**.



MARTA reduced emissions by **95%** by using compressed natural gas in their busses.



The brand new Atlanta Streetcar built that runs on a **2.7 mile** loop around the city.



MARTA'S combined bus and rail service supports **24,000+** jobs throughout Atlanta and Georgia.

BOOTH PACKAGES

TURNKEY KIOSK PACKAGE

Each turnkey kiosk booth package includes the following:

- Kiosk build with electric and carpet
- Lead Manager & Collect
- Digital Exhibitor Profile
- Two (2) exhibitor exhibit hall badges
- One (1) exhibitor full conference badge
- Lunch all four (4) days of Exhibit Hall
- Thirty (30) minute speaking opportunity on the Transportation Hub Fireside Chat stage

10'x10' BOOTH PACKAGE

Each 10'x10' booth package includes the following:

- Carpet
- Lead Manager & Collect
- Digital Exhibitor Profile
- Four (4) exhibitor exhibit hall badges
- One (1) exhibitor full conference badge
- Lunch all four (4) days of Exhibit Hall
- Thirty (30) minute speaking opportunity on the Transportation Hub Fireside Chat stage



OPPORTUNITY AWAITS

For more information on ITS World Congress and how you can participate, contact me today.

NICOLE BEINER

BUSINESS DEVELOPMENT DIRECTOR
SUPPLY CHAIN SYSTEMS & SOFTWARE EXHIBITORS
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ITS AMERICA ORGANIZATION

Did you know members of ITS America are eligible to receive discounted booth space at ITS World Congress? As the leading voice advocating for the scaled deployment of innovative transportation technology, ITSA focuses on advancing goals through policy, thought leadership, and developing a diverse workforce.

[Learn more and become a member.](#)

